

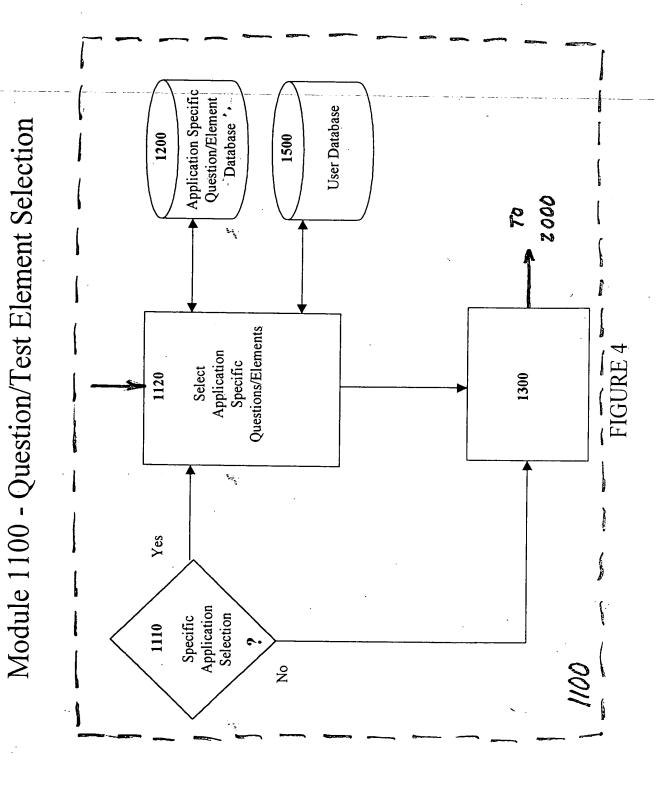
·...:

Data Collection Personalization Matching Classification Personality Personalization System 1000 2000 3000 4000 Registration 200 Yes Yes % Personal Page On-line New User? New Test? 100 300 User 400 2 N

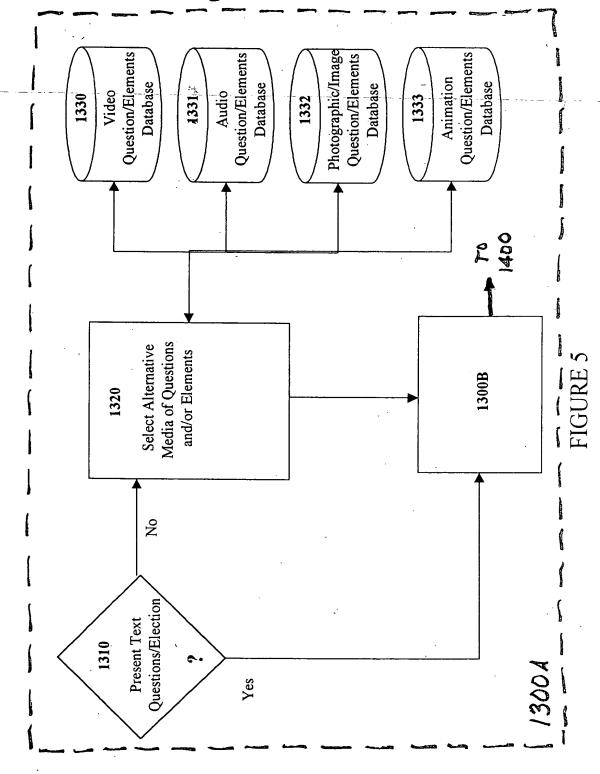
Perconality Perconalization System

Question/Element Classify User User Database Database 1500 1200 Test 2000 Module 1000 Data Collection Collect and Store Raw Data å More Test/Questions 1100 Select Test/Questions Elements Present Items User 1600 Yes 1300 1400 User/Partner 1700 Input

FIGURE 3



Module 1300A - Multimedia Presentation



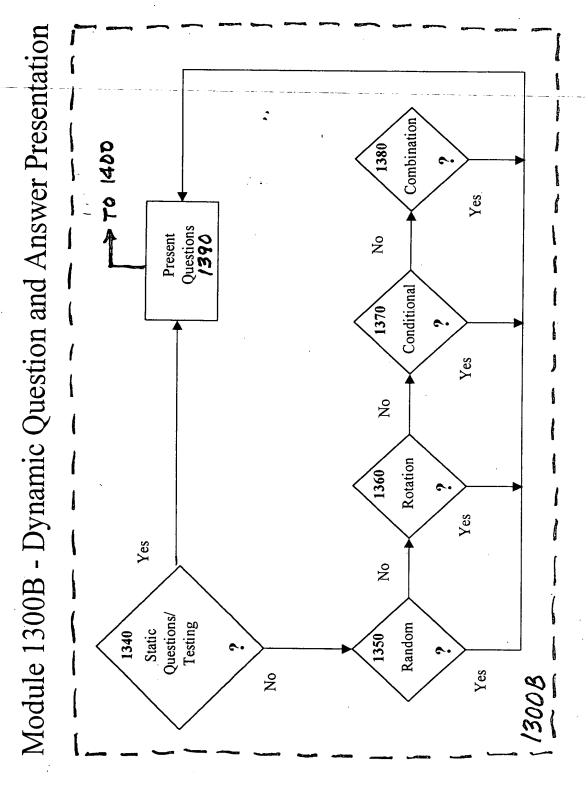
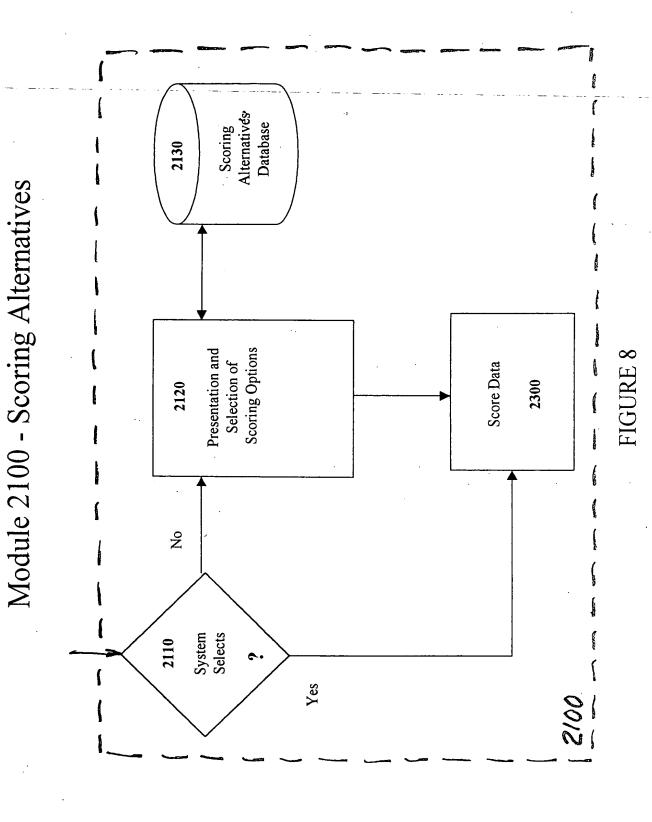
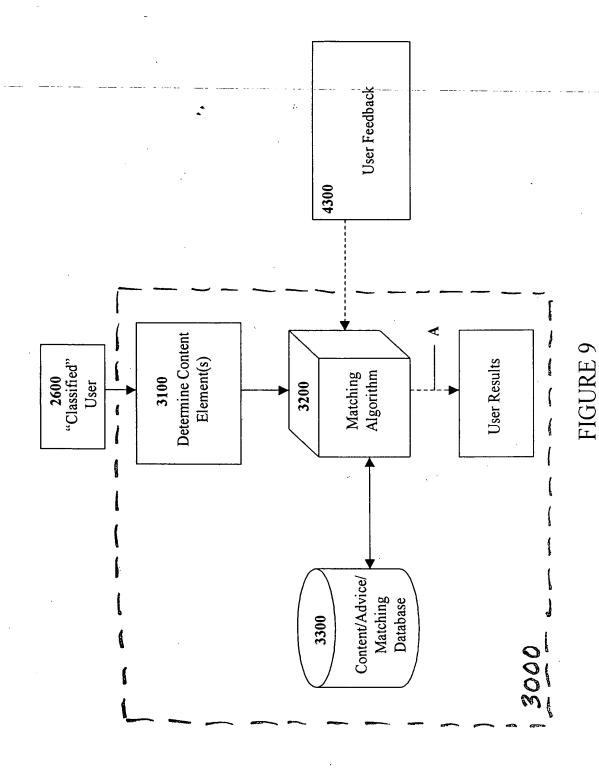


FIGURE 6

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FIGURE 7





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Module 3000 Matching Content

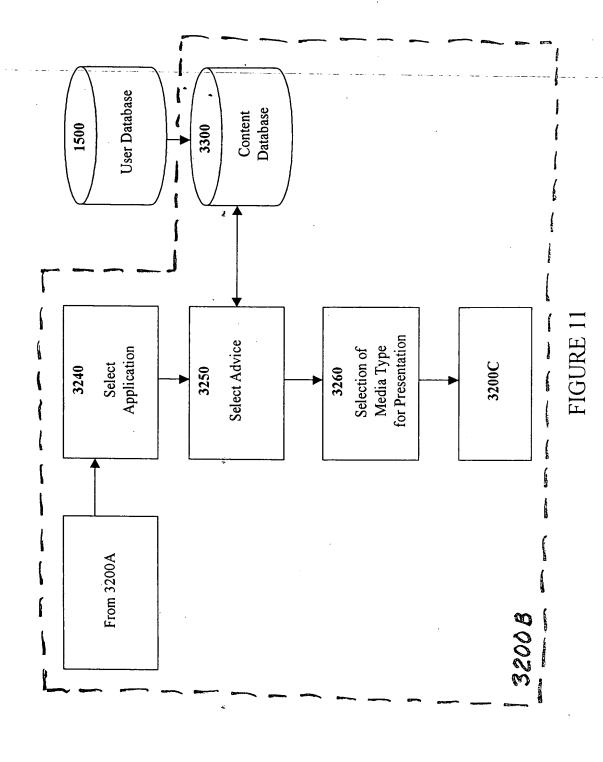
User Database Content Database Module 3200A - Content Matching Algorithm 1500 3300 Media for Presentation Selection of Content Selection 3220 3230 Input User Classification 3210 Data

FIGURE 10

3200B

32004

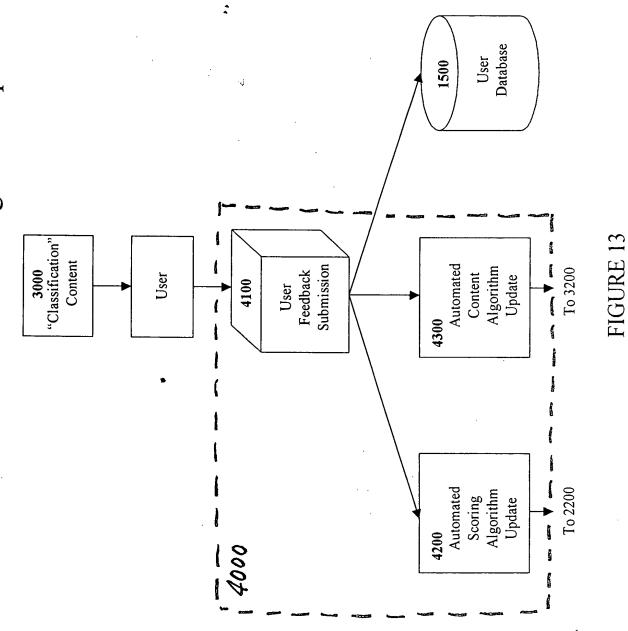
Module 3200B - Advice Matching Algorithm

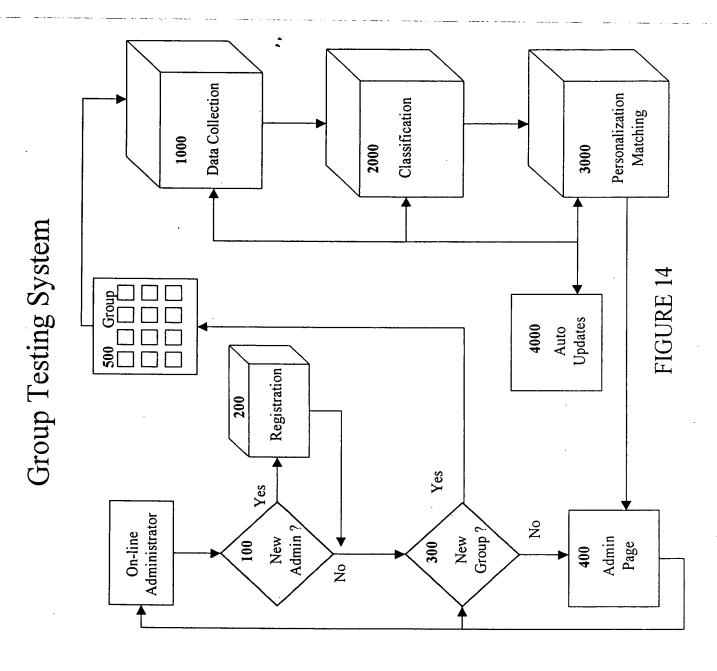


User Database Content Database Module 3200C - People Matching Algorithm 1500 3300 Media for Presentation Choose Selection Present Results Selection of Selection Criteria 3270 3280 3290 From 3200B

FIGURE 12

Module 4000 Automated Algorithm Updates







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